


# The Economics of Place:

The Value of Building Communities Around People

House Local Government Committee

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Michigan Municipal League  
 www.mml.org

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The Value of Building Communities Around People




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# The way we were



- Quality of life and of place has declined
  - (In 2009, 37% in per capita income—a drop of 19 places in 8 years)
- Manufacturing as we know it is gone
- Not adapting fast enough to the knowledge-based economy
- We're under-investing in our:
  - Universities
  - Community colleges
  - Infrastructure
- Talented millennials don't want to live here
- Entrepreneurs not being attracted

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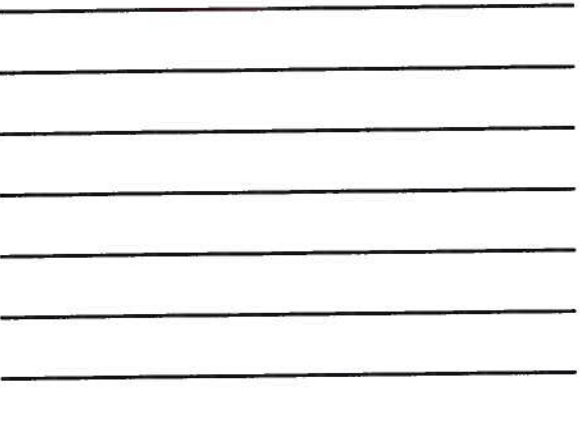
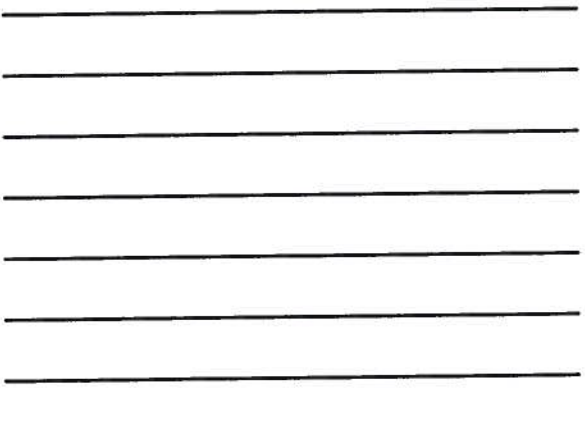
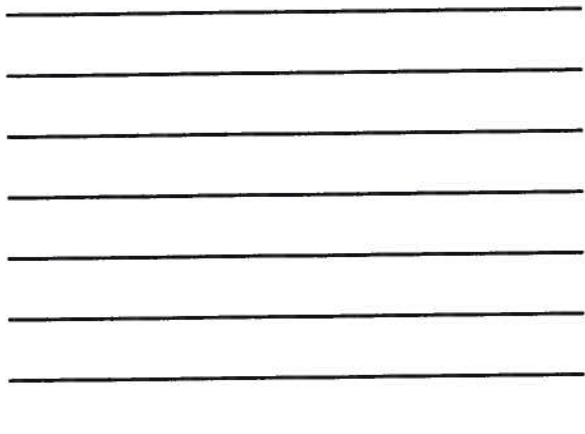
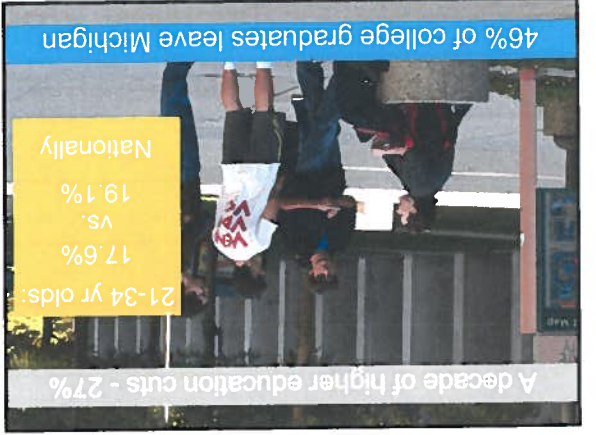
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### Shifting Demographics



Automotive miles driven  
by ages 21-30:

**13.7%**  
vs.  
**20.8%** in 1995  
**18.3%** in 2001

**zipcar.com**

<25% of households considered "traditional"

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### Why urban places matter



31 year-olds

- 1990 - 10% business district
- 1990 - 42%
- 2000 - 32%

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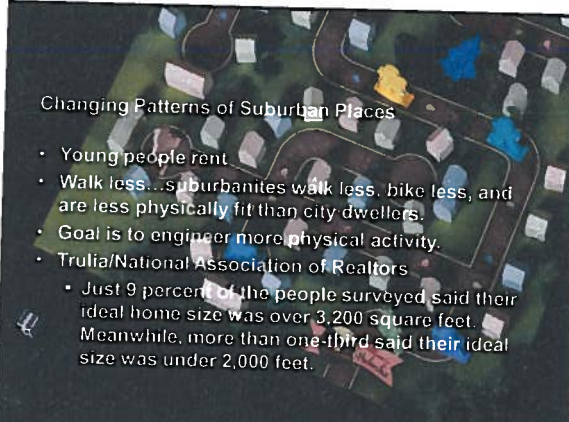
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### Changing Patterns of Suburban Places



- Young people rent
- Walk less...Suburbanites walk less, bike less, and are less physically fit than city dwellers.
- Goal is to engineer more physical activity.
- Trulia/National Association of Realtors
  - Just 9 percent of the people surveyed said their ideal home size was over 3,200 square feet. Meanwhile, more than one-third said their ideal size was under 2,000 feet.

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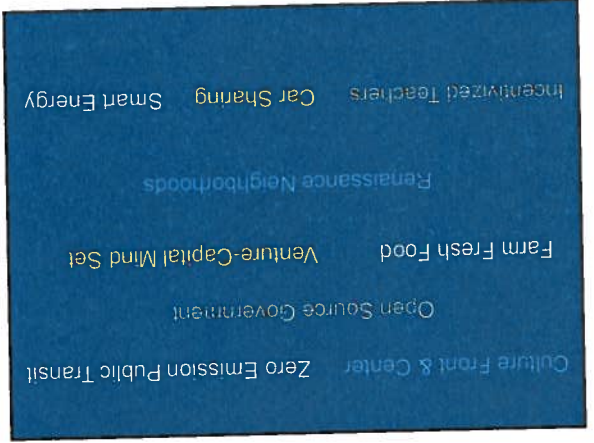
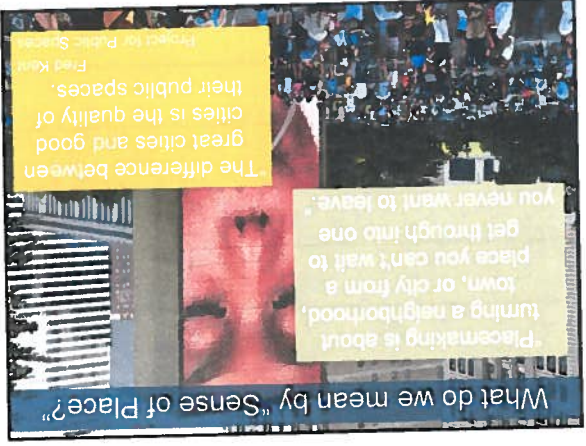
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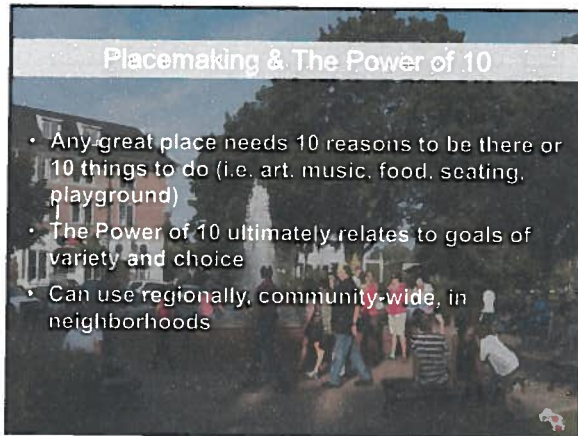
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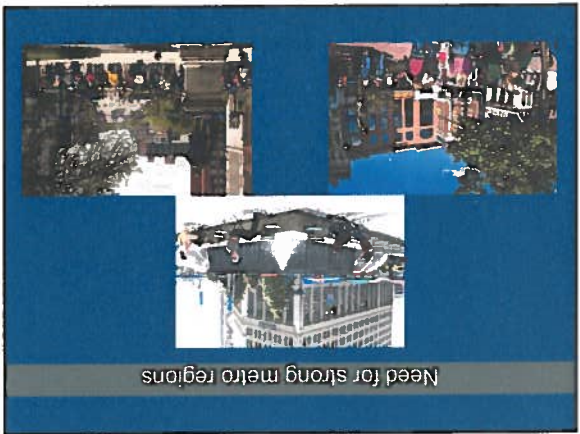
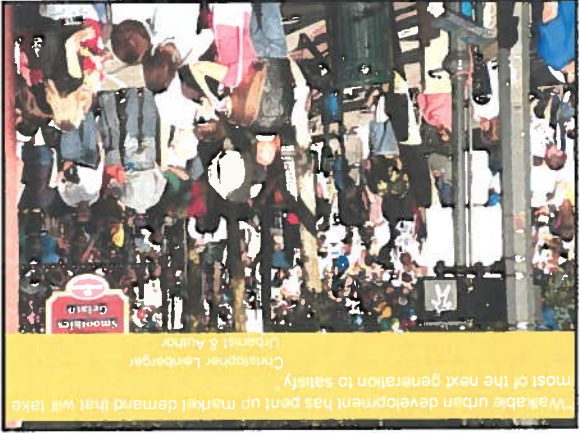
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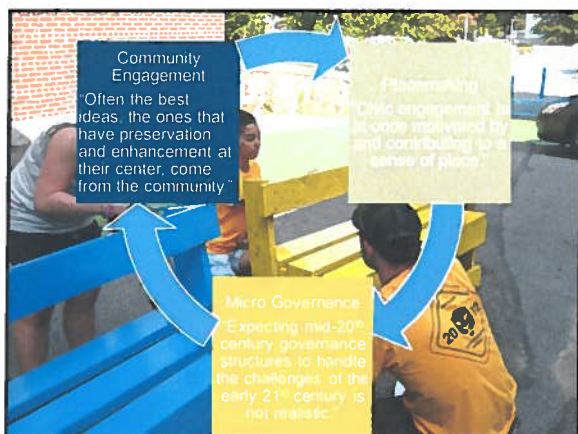
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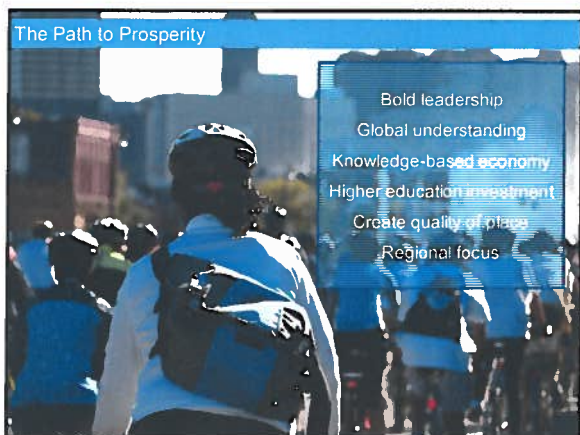
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